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Norton, John Henry.

Jacksonville trade circular and
real estate advertiser.

Jacksonville, Fla., 1871.



Class F 319

Book J 1 M 8

JACKSONVILLE

TRADE CIRCULAR

AND

REAL ESTATE ADVERTISER.

An Unbiased Statement of the Advantages and Disadvantages
of seeking a New Home in Florida.

BY J. H. NORTON,

REAL ESTATE AGENT, ROOM 4, REQUA'S BLOCK,
Over Ocean & Bay Sts.
JACKSONVILLE, FLA.

JACKSONVILLE, FLA.
FLORIDA UNION BOOK AND JOB PRINTING ROOMS.
1871.

Attention Capitalists!

Money will bring a high rate of interest in Jacksonville. No better security can be had than Jacksonville Real Estate.

In our rapidly growing town the security which is worth \$1000 to-day is often worth \$2000 in one year.

SPECIAL ATTENTION GIVEN TO placing Loans for capitalists. Charges reasonable.

Being posted on TITLES and Value of Jacksonville Real Estate, I can offer superior advantages to those desiring to make profitable investments.

Correspondence solicited, and best of references given.

*J. H. NORTON,
Real Estate Agent,
Room 4 ReQua's Block,
Jacksonville, Fla.*

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1871.

RICHARD & CO.,

WHOLESALE AND RETAIL DEALERS IN

GROCERIES AND PROVISIONS,

ALSO, GENERAL COMMISSION MERCHANTS,

Ocean Street, Jacksonville, Fla.

H. C. RICHARD,

E. A. FERNANDEZ,

GEO. C. WILSON.

Mrs. C. E. MOTT,**BAHAMIAN SHELL WORKER,****JACKSONVILLE, FLA.**

All kinds of Artificial Flowers made from natural Sea Shells and Silver Wire. This work is the most beautiful, richest and natural of all Artificial Flowers. Although in appearance very delicate, it will last a century with ordinary care, the material being undecayable.

Work shipped to all parts of the United States and Canada by Express, C. O. D. Orders from abroad solicited and promptly attended to. The finest collection of Shells in the country.

Mrs. Mott's work can only be obtained at her residence or by order of her. Send for list of prices.

WM. GROTHE & CO.,

General Agents of "Grover & Baker's Sewing Machine Company"
FOR THE STATE OF FLORIDA,

Bay Street, Near the Post Office, Jacksonville, Fla.

A general assortment of the famous Elastic and Common Lock Stitch Machines. Every Machine warranted for three years, and sold on easy terms. These Machines have all the latest improvements, and are superior in merit to any other Machine in use.

WM. GROTHE.

H. JACKSON.

P. A. Lyman & Co's.

POPULAR AND WELL KNOWN

RESTAURANT & EATING HOUSE.

FINE OYSTERS AND GAME SERVED TO ORDER.

Choice Wines, Ales and Liquors at the Bar.

Bay Street, bet. Ocean and Pine Streets. Jacksonville, Florida.

INTRODUCTION.

In the following brief description of our city and State, it has been the object of the author to lay before those who are looking toward Florida as their future home, a fair, uncolored statement of the advantages and disadvantages of the country. Much damage has been done us by the "Color de Rose" descriptions of some writers, while those who can only see barren sands, mosquitoes, swamps, &c., are equally unjust. Like every new country, it has its rough and disagreeable features as well as its bright side; and those who come to make homes here among us, must come expecting to meet and overcome many obstacles, else they will surely meet with bitter disappointment.

I beg to call attention to the advertisements of various business firms and to recommend them to consideration of readers. It has been my endeavor to select *first class houses only*, and I can confidently recommend them to the confidence of all.

J. H. NORTON,
Purchasing Agent and Real Estate Dealer,
Room 4 ReQua's Block, Jacksonville, Fla.

P. GENOVAR,
DEALER IN
CHOICE FAMILY GROCERIES, WINES, ALES,
And Liquors, Fruit, &c.,
SOUTH SIDE BAY ST., BET. NEWNAN AND MARKET STS.,
Jacksonville, Florida.

W.M. H. HUBBARD & Co.,

DEALERS IN

FURNITURE, CARPETING AND MATTING,

2d and 3d Story of Spencer, Maxwell & Co's Building,

Bay Street, Jacksonville, Fla.

MAJ. G. W. FREEMAN,

HOUSE, SIGN,

AND

ORNAMENTAL PAINTER,

Shop on Forsyth, near Ocean Street,

Jacksonville, Florida.

HISTORICAL NOTES.

FROM FLORIDA GAZETTEER.

- A. D. 1497—Florida discovered by Sebastian Cabot, an English Navigator.
- “ 1525—Florida taken possession of by DeNarvaez in the name of Spain.
- “ 1564—Hugenots, under Sardomer, settled at Fort Caroline, near the mouth of the St. Johns River.
- “ 1565—The Hugenot settlers massacred by the Spanish, under Menendez—St. Augustine settled, first permanent settlement in North America.
- “ 1569—The Spanish garrison at Fort Caroline massacred by the French, under DeGourgas, in retaliation.
- “ 1689—Pensacola settled by Spanish.
- “ 1763—Florida ceded by Spain to Great Britain.
- “ 1767—New Smyrna settled by Minorcans, under Dr. John Turnbull.
- “ 1784—Florida ceded by Great Britain to Spain.
- “ 1818—Pensacola captured by U. S. troops under Gen. Jackson.
- “ 1819—Florida purchased by the U. S. Government of Spain.
- “ 1821—Gen. Jackson, Military Governor.
- “ 1822—March 30th, Territorial Government formed.
- “ 1845—March 3d, admitted as a State.
- “ 1861—January 10th, Seceded.
- “ 1868—Reconstructed; new Constitution adopted.

The above is the best answer to the question, “Why is your State so thinly settled,” that can be given. With no stable government, sacked and pillaged by opposing bands of Europeans, changing its nationality several times, losing the greater portion of its population at each change—devastated by the most bloody Indian wars, from 1816 to 1858; in 1861, plunged into a bloody civil war until 1865, and *reconstructed ever since*, the wonder is that she has done as well as she has, and we point with pride to the fact that notwithstanding the disturbed state of political affairs, which follows as a natural result of the war, the population of Florida, in three years, from 1867, increased in as rapid a ratio as that of any State in the Union.

The following statement will prove interesting: Population in 1850, was 87,445; in 1860, 140,123; in 1867, it was increased to 153,659, and in 1870, 187,748, showing an increase in three years previous

METROPOLITAN HOTEL,

CENTRALLY LOCATED.

BUILT OF BRICK, ENTIRELY NEW, NEWLY FURNISHED.

BETTELINI & TOGNI.

JACKSONVILLE, FLORIDA.

P. BETTELINI.

J. B. TOGNI.

BETTELINI & TOGNI,

Wholesale and Retail Dealers in

GROCERIES, CHOICE LIQUORS,

Imported Wines, Porter, English Ales, &c.,

BAY STREET,

JACKSONVILLE, FLORIDA.

to 1870, of 34,089. This alone speaks volumes in behalf of our present prosperity and is an earnest of what may be expected when our great agricultural resources become known abroad.

To those who desire to learn more particularly in regard to the history so briefly glanced at in the foregoing notes, we would recommend the perusal of "Fairbank's History of Florida," which is a well written and authentic work of some 350 pages. It is sold for \$2.50 per copy, in cloth, which strikes us as being rather high for it, the quality of paper and binding considered, but to those who wish to become thoroughly conversant with the past history of the country, it is invaluable. No other work will give the information therein contained. After reading this book, no one will ever express surprise at the fact that Florida is so thinly settled and her vast resources so little developed. If this work is not on the shelves of your book-seller, send \$2.50 to the writer, and we will forward the history, post paid. We wish every one might read it.

SPRINGFIELD SUBURB.

This is a tract consisting of about 300 acres of high level land, just north of Jacksonville, and from the river a distance of about half a mile. This land has been laid off in blocks and lots, with broad streets and avenues running at right angles through it, 418 feet apart, thus making the blocks to consist of just four acres each, which can be subdivided to suit purchasers.

Great activity is now manifested in this direction; some eight or ten substantial dwellings, of handsome architectural design, are now being erected, while the streets are being opened, graded and improved as fast as possible by Messrs. Wilmarth and Norton, Trustees.

This place presents great advantages as a location on which to make one's home. The lands are cheap and one can secure ample room for garden and ornamental grounds for a small amount, which in our rapidly growing place, will soon greatly increase in value. It is high and healthful. None but respectable people can purchase these lots as the Trustees refuse to sell to others.

No other suburban addition to the city is so centrally located, or so contiguous to the business portion of the city. Neither are the lands in any other section so elevated, healthful or desirable. Money invested in Springfield will be sure to make a handsome return in the rapidity of the advance in price of property in this vicinity.

A. A. KNIGHT,
Attorney at Law,

No. 2 Hoeg's Block, Up Stairs,

JACKSONVILLE, FLORIDA.

COOPER & JONES,

HOUSE, SIGN, AND STEAMBOAT PAINTERS.

Frescoing and Paper Hanging done in the highest style of Art.

DEALERS IN ALL KINDS OF PAINTERS' MATERIALS.

Bay Street, Jacksonville, Fla.

JACKSONVILLE.

The following brief sketch of the early times of Jacksonville is taken from "The City Directory" of 1870, and will be found interesting to those who wish to mark the rapid growth and development of our flourishing city:

"The place now known as the city of Jacksonville, is first mentioned in history as the Cow Ford, or Pass of St. Nicholas.

"In 1763, the Cow Ford is described as a very handsome bluff, timbered with live oak, palms and wild oranges, upon which, a few yards back from the river, was built a small Yamasee Indian village.

"I. D. Hart, the founder of Jacksonville, moved from King's Ferry and settled at what was then known as the Cow Ford, in 1821, being the year of the cession of Florida by the Spanish to the American Government. He was impressed with the idea that a town would eventually be built on this spot, and endeavored to secure the co-operation of his neighbors to this end, and finally prevailed on John Bellamy to allow 18 acres of his land to be used in connection with his (Hart's,) making in all 36 acres.

"This tract of land was laid out as a town in 1822. Commissioners were appointed by request of Mr. Hart, consisting of Benj. Chaires, Francis J. Ross, John Bellamy, and Stephen Fairbanks. John W. Roberts acted as Clerk and D. H. S. Miller, as Surveyor.

"Mr. Hart built his first house on the spot now occupied as an office by his son, O. B. Hart. It was built of logs and covered with cypress bark.

"The first steamboat, "George Washington," made its first appearance on the St. Johns River in 1830.

"At Panama Mills, a saw mill was built about this date, by Chas. F. Seibold. The first church, (Baptist) was erected about 1839. During the rebellion, Jacksonville changed flags several times, and consequently suffered severely. But we may hope that her drawbacks are past, and there only remains for her a bright, growing commercial and agricultural future."

Indeed, in speaking of Jacksonville as a town, it is hardly fair to date her history further back than to the close of the war, in 1865, as previous to the war it was only a small country village, while at its close, but little of that even was left. But her commanding position had been noted by many, and when peace was restored, immigration commenced to flow in and a new era dawned upon her, and Jacksonville of to-day sprang like magic from the ashes of the little unpretending village of ante bellum. In 1868, her population had reached 4,500; in 1871, it is estimated, suburbs included, at 12,000. Property has, of course, kept pace with the increase of population; fine buildings of brick have taken the place of the one story wooden

D. GREENLEAF,

DEALER IN

WATCHES, CLOCKS & JEWELRY,

Solid Silver and Plated Ware.

HEADQUARTERS FOR FLORIDA CURIOSITIES.

Sole Agent for the Celebrated Bahamian Shell Work.

Orange Canes, Coral, Sea Beans, Alligator Teeth, Palmetto Hats, &c.

JOHN CLARK,

FORWARDING AND COMMISSION MERCHANT

AND DEALER IN

Groceries, Provisions, Grain,

HAY, LIQUORS, CIGARS, &c.

Sole Agents in Florida, for AVERILL'S CHEMICAL PAINT and

WHITE'S PATENT MONEY DRAWER.

Agent for Steamers Florence, Darlington, and Hattie,

And Vanbrunt & Bro's Line of Sailing Packets from New York.

Bay Street, Jacksonville, Fla.

shanties of two years ago, and no town, North or South, can present a greater appearance of thrift than can Jacksonville, and those who appreciate her geographical and commercial position, confidently predict a continued and increased prosperity and growth.

To people coming from the closely settled agricultural regions of the North, where each town caters to the wants of an agricultural district, which is frequently measured by a circle of ten miles in diameter, where this circle of farmers come to find market for their products and to procure supplies, the first question is, "What supports your town; you have no agricultural population—no producers about Jacksonville." The answer is easy and simple. Lying southward of Jacksonville is the great St. Johns river, which, with its tributaries, is said to give one thousand miles of navigable water. Look on the map and you will see that these tributaries flow down to the broad St. Johns from the centre and even beyond the centre of the great peninsula, bringing on their bosom the products of at least one half of this broad extent of territory down to Jacksonville, from where they find their way to the great markets of the North and of the world. What can limit the growth of a town which is backed up by such an extent of inland navigable waters, which flow down from lands as fertile as any, and situated in a climate where the most valuable of agricultural products are possible, at no greater outlay of capital or labor than is required for corn in Illinois, i. e. sugar cane, which will net the grower from \$150 to \$250 per acre, of which more anon. Then we have something better than a gold mine in our Pine Lumber. Nine or ten large mills at this point are constantly at work, which for stock and labor, pay out daily thousands of dollars, which, like the money received for agricultural products, is *new money*, "new arterial blood in the veins of trade." On the other hand, we have Railroad connections reaching out to the North and Westward. It is a fact worthy of note, that from the great city of California, on the Pacific, to the Atlantic seaboard, the shortest and most direct route is over the Texas Pacific to Jacksonville. It is confidently expected that within the next 18 months, the Railroad leading westward from this place will have been finished to Mobile, thus completing the chain on our end of this great short cut from China, India, and Japan to Europe; over which the laws of trade will compel their products to flow. But says one—How about your harbor? You have only twelve feet of water on the bar, at the mouth of the St. Johns river. True, but our bar is as nature made it; it is produced by local causes, which at different stages of the tide, divert the current into different channels, thus forming a shoal, where else the vast body of water discharged by the St. Johns would produce a channel broad and deep enough to float the heaviest shipping. This can easily be corrected by art. No money has yet been expended by government to improve our harbor. Thousands here judiciously expended, while millions have

Brock's Line of Steamers.



DARLINGTON, Capt. RICHARD H. STEWART,
HATTIE, Capt. CHARLES H. BROCK.

FOR MELLONVILLE AND ENTERPRISE.

Leave Jacksonville Tuesdays and Saturdays at 9 o'clock A. M.
 Leave Palatka Wednesdays and Sundays at 6 A. M.

RETURNING,

Leave Enterprise Tuesdays and Fridays at 5 A. M.

Leave Palatka Wednesdays and Saturdays at 8 A. M.

These steamers carry the U. S. Mail and connect at Palatka with the Ocklawaha and Dunn's Lake steamers.

JOHN CLARK, Agent,
 Clark's Wharf, Jacksonville, Fla.

U. S. Mail Route.

Daily Line to St. Augustine via Tocoi and Palatka.

THE NEW AND ELEGANT STEAMER



FLORENCE,

CAPT. JOE SMITH,

Will leave Jacksonville every morning, Sundays excepted, from the Railroad wharf, at 8 o'clock A. M., connecting at Tocoi with the trains for St. Augustine and returning in the afternoon.

Fare to St. Augustine, \$3.00; to Palatka, \$2.00. Meals and state-rooms, extra, \$1.00 each.

JOHN CLARK, Agent.

been expended elsewhere, will make our harbor one of the best if not the best on the southern seaboard.

Then, again, nature has *almost* opened an extensive channel of inland commerce from the mouth of the Mississippi to the mouth of the St. Johns river, which engineering skill can easily complete at a trifling expense, opening an inland passage through the numerous bays and estuaries which extend along the gulf coast, for the Mississippi river steamers, thus giving the long sought channel and outlet with cheap transportation for the agricultural products of the Mississippi Valley and the great Northwest.

The limited space of this pamphlet will not admit of my entering fully into details of this great scheme, but I beg to refer my readers to the reports of the National Commercial Convention, held at Cincinnati last year, and to any good map of the Gulf coast. I will simply add, that nature has marked the route and *nearly* opened the way, not only along the Gulf, but *across the Florida peninsula* also, and the Northwest, with its storehouses overflowing with the products of industry waiting for transportation to market, demands the completion of this great outlet and it is sure to be done; the Northwest and the Mississippi Valley must and will have it.

Why not ship from New Orleans as well? Why seek an inland route to the St. Johns and then ship from that port instead of New Orleans? Simply this: Vessels going round the Florida Capes find the roughest seas, and are obliged to batten down their hatches for safety. In rounding the capes, vessels are obliged to sail for days toward and into the tropics, the result is that grain will heat and spoil even in winter. All this, by the inland route, would be avoided; for on the Mississippi, the steamer could tow her fleet of barges laden with grain through this inland passage, and for ventilation, all hatches could be left open. The low latitudes would thus be avoided, and no trouble would be experienced from the heating of grain thus transported, and on other merchandise, returning, the item of marine insurance on cargoes would prove a very great saving over the route which doubles the dangerous Florida Reefs. From Jacksonville, no trouble will be experienced in shipping to Northern or European ports direct, as the course of the vessel is at once towards the North, where she at once enters and meets with a cool climate.

With such advantages as these, which Jacksonville possesses, her future is indeed a bright one, and the wonder at once ceases that her growth is so rapid, so vigorous, and so thoroughly sound.

With these facts fully understood and appreciated, our visitors returning, after a few months absence, will not feel surprised at finding whole blocks of business houses holding the places where less than a year ago the ashes alone of former structures remained. Nor will the building up of rows and streets, of comfortable dwellings in the back portions of our city, where "naught but common was" a year ago, surprise them, and they will cease to wonder what sup-

READ & SCHOOLEY,

(LEDWITIPS BLOCK,)

JACKSONVILLE, FLA.,

MANUFACTURERS OF

M O S S ,

AND WHOLESALE DEALERS IN

Groceries & Provisions.

EVERY INDUCEMENT OFFERED TO THE TRADE.

Produce Sold on Commission and Returns promptly made.

M O S S ,

GOODS EXCHANGED FOR MOSS AT THE HIGHEST
MARKET RATES, OR PAID FOR IN CASH.

ports Jacksonville, when they remember that almost every thing raised from the mouth of the St. Johns to its head, and to the head waters of each and every one of its hundreds of tributaries, here finds its market, and from here are nearly if not *all* the supplies that go to this immense territory, drawn. No Southern port has greater facilities for cheap freights. Vessels coming out for our valuable lumber are often glad to take on board a cargo of merchandise at a mere nominal sum, thus avoiding the trouble and expense of heaving in ballast for the down trip, while the price of freight by either of the four lines of sailing vessels running regularly to this port is very light indeed compared with railroad rates. For instance, flour costs only 25 cents per barrel from New York; other merchandise at 5 cents per cubic foot.

With such facilities, our Jacksonville merchants can, without trouble, supply the Florida country dealers at prices actually below those of their competitors in the older cities of Savannah and Charleston, saving their patrons the difference in freight between those cities and Jacksonville. The dealers in the interior are beginning to understand this thing, and those who two years ago bought almost exclusively in Savannah, Charleston or New York city, now rarely ever go beyond Jacksonville for their purchases.

Our Jacksonville dealers, too, are beginning to understand the advantages of their position, and within the past year have been preparing to supply this trade and to make an effort to secure it.

We have three lines of steamers between this place and Savannah, one between this port and Charleston, and the day is not distant when we will have a line direct from New York. We are informed by the agent of one of these lines, that they will receive all freight from this port giving through bills of lading to New York at the same rates charged from Savannah. Insurance is but $\frac{1}{4}$ per cent. higher than to Savannah.

Four steamers, three of which belong to the popular Brock line, advertised on another page, ply on the St. Johns to Enterprise and Melonville, while Capt. Payne, once the popular commander of the Lizzie Baker, is at this time about completing a new steamer to run between Jacksonville and the famous Silver Spring, on the famous Ocklawaha river direct. [The captain says he believes the Ocklawaha river steamboat Alligator story, published in the Palatka paper a few months since, a grand hoax.] In addition to these, we have quite a fleet of smaller crafts, which it is not necessary to mention.

The Fanny Fern plys daily back and forth across the river, and rumor has it that she is doing good business in the ferry line.

Our railroads have already been mentioned. We have direct connections through to the ill-fated city of Chicago, and can make the run in 72 hours. It is, however, a notable fact, and indicative of want of foresight and business ability on the part of southern railroad management, that people can leave here, going to Chicago via New York city, going twice the distance and reaching that place for

ST. JAMES LIVERY STABLE,

Cor. Hogan and Duval Sts., Near St. James Hotel,

JACKSONVILLE, FLORIDA.

FINE CARRIAGES, BUGGIES, AND SADDLE HORSES

FURNISHED AT SHORT NOTICE.

 Orders for Hauling Lumber, &c., will receive prompt attention.
Omnibuses, Carriages, and Baggage Wagons meet all trains and
steamers. M. L. HARTRIDGE, Proprietor.

PETER JONES, AUCTIONEER & COMMISSION MERCHANT,

Bay St., Next Door to Post Office, Jacksonville, Fla.

DEALER IN

LIME, LATH, PLASTER, CEMENT, HAIR, NORTH RIVER BRICK,
HAY, CORN, OATS, BRAN, etc.

Consignments of Poultry, Eggs, Corn, Rice, Wax, Wool, Hides, Sugar, Syrup, and all kinds of country produce solicited and taken in exchange.

Many years residence in this city, and a thorough knowledge of the business, gives unusual facilities for making good sales and prompt returns.

Information with reference to the current prices and shipment of goods cheerfully given. Advances made on consignments in store.

Refers to Col. J. S. SAMMIS, Hon. J. S. ADAMS,
 H. H. HOEG, Esq., " T. S. ELLS.

\$45.75, while going direct, the fare is \$52.50; consequently thousands of people living in the West, who visit Florida, go and come via New York, while if the rate of fare was reduced to something like \$25, all this immense travel would be secured with no additional expense to the railroads over the short and direct railroads.

We have several contemplated Railroads, of which, perhaps, the Great Southern is the most important, running in almost a direct line to Millen, in Georgia, and saving 12 hours to New York. Another is in contemplation from this place to St. Augustine, and from thence to the head of Halifax river, on which steamers could ply in connection with this road, thus opening up some three hundred miles of very desirable country for settlement, and as a feeder to Jacksonville, which is now, and from her geographical position must always be, the *entrepot* and feeder, as well as the point for shipment of Florida products.

WHAT CAN A FLORIDA FARMER RAISE.

That is the great question, and not being a practical farmer, we feel our inability to do the subject justice; but having been a careful "observer and inquirer" for the past three years, the writer has, from others, gathered quite a fund of information, which, coming from those who have learned their lessons in the school of experience, may be considered as semi-authentic at least.

One thing is peculiar of Florida. The stranger coming here to "look over the land" with a view of making his home among us, will almost invariably meet at his boarding house, some "native to the manor born," either male or female, who will a pitiful tale unfold, of the wealth which once they had, but now by ruthless war, are stripped of all their property, negroes, &c., &c., and their lands being unproductive, (their servants gone) they are obliged to eate to the wants of strangers to gain their daily bread. Here he will, in a few days, learn that nothing will grow in Florida; that it is not healthy; and that the city and the State is a bubble which is liable to burst at any time; and that everybody is leaving, and general ruination and poverty are sure to fall to the lot of all.

Still, if the stranger will take the trouble to observe, he will find here and there a new place being opened. Here is a man from Maine, who has settled back two miles from town on a piece of pine land, called worthless by the old residents. The result of his first year's experiment in the market gardening line is astonishing. From ten acres of wild land, never before cultivated, he will perhaps tell you he sold garden truck enough to pay for his land, and supported his family. Another, from California, will tell you the same story of success; adding, perhaps, that he has been imprudent, and has had chill and fever, or mayhap a more sad and mournful story, one of his

C. A. HUTCHINSON & CO.,

DEALERS IN

HARDWARE, IRON AND STEEL,

Mechanics' Tools, Pocket and Table Cutlery,

Agricultural Implements, Doors, Sashes and Blinds, Paints and Oils,
Belting and Lacings, Stoves, Tin Ware, House Furnishing Goods, &c.

**ALL KINDS OF TIN AND SHEET IRON WORK DONE TO
ORDER.**

Also, State Agent for Fairbanks' Scales, and Wakfield Earth Closets.
Bay Street, near foot of Laura, Jacksonville, Fla.

LIVERY, SALE AND FEED STABLE.

Newnan St., near Bay, opposite Metropolitan Hotel.

JACKSONVILLE, FLA.

THE BEST OF

CARRIAGES, BUGGIES & SADDLE HORSES

Furnished at Short Notice.

Orders for hauling lumber, &c., will receive prompt attention.

Omniibuses and Baggage Wagons meet all trains and boats.

M. L. HARTRIDGE, Proprietor.

little ones has been taken from him, but he is a brave man, and has faith in Florida and the future, and works on manfully and is successful. Another, from Massachusetts, fat and jolly, will drive you out to his garden, where all the winter he gathers peas, radishes and lettuce to supply the table of his hotel. An other, a tall native, will show you a half acre of strawberries, where he gathers ripe fruit from Christmas until August, and yearly sells a thousand dollars worth from his little patch. Here is a young man who discovered that Irish potatoes of the finest quality can be grown and ripened perfectly and ready for market in May, by planting them in the winter, and last, but not least, let me introduce a stall, straight, white haired old resident and planter, who has spent all his life logging and planting cotton. He, too, has made a discovery. While cotton was king, he only planted corn and sugar enough for home consumption. When his slaves became free, he found cotton a hard crop to secure, as the colored man had a propensity for going off to camp meeting or to attend to political matters involving the welfare of the nation, just at the time when *cotton must be picked or be lost*, so this nice old gentleman increased his cane field and let the cotton go down to a small patch. He soon found out that his profits were larger and his expenses and annoyance less. He made up his mind to grow cane in future, and will tell you that it is a sure crop, and will pay, on good land, from \$150 to \$250 per acre, net. If the stranger goes up the St. Johns, he will see here and there new houses being erected; these are almost invariably the homes of new comers. Some get homesick and wish to go away just as they do from any other country, for it is no play to settle up a new country. It takes the greatest amount of determination and pluck, and those who expect an easy time of it, even in Florida, will be disappointed certain. But this is not talking to the point. Let us glance briefly at what can be raised on Florida soil. The first and foremost, is the great staple

SUGAR CANE.

which can be raised on almost any kind of land by a judicious use of the abundant fertilizer supplied by nature, i. e. muck. The labor is about the same as the labor of corn growing, the stalk being planted by laying it in a trench and covering it with earth. An ordinary yield will give the agriculturist the snug sum of \$150 to \$250 per acre, net, and an extra crop will often increase his profits to \$250 per acre, net. These figures are based upon facts obtained from actual experiments made by cultivators within the past two years. Think of this, ye who toil at corn raising on the rich prairies of Illinois and other Northern States, and who think your labor well repaid if your toil return you \$10 per acre, net.

Space prevents my going more fully into detail in regard to the mode of growing cane and making sugar and syrup. I pass by it with reluctance, for it is a subject well worth the whole space of this

J. H. NORTON,

REAL ESTATE AND INSURANCE BROKER.

Office over the P. O., Room 4, ReQua's Block,
Jacksonville, Fla.

Real Estate Bought and Sold. Large List of Property for Sale.
State Lands Purchased, Homesteads Located, Entered, &c. Call and
examine maps. Loans Negotiated on first-class real estate security.

A. J. RUSSELL,

ARCHITECT & BUILDER,

JACKSONVILLE, FLORIDA.

GEO. A. PECK.

JNO. S. DRIGGS.

GEO. A. PECK & CO.,

WHOLESALE AND RETAIL DEALERS IN

CROCKERY, CHINA, GLASSWARE, WOOD AND WILLOW WARE.

Lamps, Chandeliers, Hall Lamps,

BRACKETS, AND KEROSENE FIXTURES,
No. 3 Parkhurst's Block, Ocean Street, Jacksonville, Florida.

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pamphlet. Those desiring more particulars, will be forwarded the Mammal and Colonist, on receipt of stamps for postage.

COTTON.

before the war, was the great staple. In Florida can be grown the famous long staple cotton as well as the ordinary variety. This crop requires "all the year round," the picking season often lapsing over into the planting time. It is subject to more vicissitudes and has more enemies than any other crop in the country, not even excepting wheat at the North. On the whole, it is not profitable.

SWEET POTATOES

are a profitable crop. Four hundred bushels is an ordinary yield, and they readily bring from fifty cents to one dollar per bushel. They are easily raised and are a sure crop.

BRISH POTATOES

are also a success. Planted in winter, they grow finely and ripen perfectly from March to July, and of course will bring a very high price in market at such a time.

CABBAGES,

in the winter, grow finely. Mr. E. W. Hitchings, last winter, raised 400 head on his place, near Volusia, of which the smallest weighed 16 pounds and the largest 65 pounds stripped. Mr. H. is from Potsdam, N. Y., originally, and is a thorough, practical, energetic man.

Tomatoes, Turnips, Radishes, Peas, Lima Beans, Cucumbers, melons, &c., grow everywhere, and no place can excel Florida in the luxuriance of their growth.

Oranges are the great staple fruit, and can be raised with the same attention and care that settlers in the West bestow upon their orchards. Every farmer in Florida should make it a point to set out and take care of ten acres (1,000 trees) of oranges. This can be done at times which will not interfere with the cultivation of his sugar cane and other crops. Do this, and in ten or twelve years, your grove will be an independent fortune to you. We are most implicit believers in Orange culture from the northern line of Florida to the Everglades, on hammock and pine lands, on the coast and in the interior, and we believe that the speculations of the most sanguine "orange men" will some day be surpassed by actual facts, yet we look upon the operations of some people, who, coming to Florida and hiring a lot of wild trees planted out, go back North expecting to return in three or four years and find a bearing grove, yielding thousands of dollars worth of fruit annually, little less idiotic and insane than the calculations to be met with in a lunatic asylum. Orange trees, like any other, must have attention in order to flourish.

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ATTORNEY AT LAW

AND

United States District Attorney Northern District of Florida.

Office ReQua's Block, Jacksonville, Fla.

PEACHES.

No country can excel, and few, indeed, can compete with Florida, in Peach culture. The trees produce fruit two years from the seed, of quality fully equal to any produced in New Jersey or Michigan. A higher compliment cannot be paid to our Peaches. They grow everywhere, but best on the clay sub-soil piny lands.

GRAPEs

are a great and perfect success. The choicest varieties, such as Black Hamburg, Golden Chasseles, &c., grow luxuriantly out of doors, while the ordinary American varieties are much improved by our climate both in size of fruit and perfection of the bunches. Our grapes will ripen in season to go into Northern markets from three to six weeks earlier than the California crop. Within the past three years most astonishing results in grape culture have been reached.

Strawberries, Blackberries, Whortleberries are very successfully produced, the two latter growing wild in the greatest profusion.

It is a subject of regret that want of space prevents our speaking more at length in regard to our products. We can only say to those desiring information, we will "set up nights" to answer letters, and to mail such matter as will answer the inquiries of all parties desiring information, who will write us, enclosing stamps for return postage.

CLIMATE IN SUMMER.

Nothing is so hard as to make Northern minds comprehend the fact, that while Florida lies on the very border of the tropics, the summer heat is not so great as in Maine, Minnesota, Michigan, or Canada. Mercury does not get as high here *at any time* as it does there *some times*. Of course, our warm weather is of much greater duration, but 85 degrees is an average of our hottest weather, and 95 is an extreme figure. While our friends in the extreme northern latitudes are often called upon to endure 100 to 110 degrees, and sometimes even more, and this, too, in an atmosphere like that of an oven, hot, sultry, and parching, without a particle of breeze to ameliorate one's sufferings, (the writer was raised there and knows how it is himself,) while here in Florida, the fresh breeze is always blowing and sultry days are almost unknown. This, of course, is owing to our peninsular position and the influences of the ocean and gulf, which, on the other hand, also protects us from frost which visit our neighbors in Georgia, Alabama, and Louisiana in winter.

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HEALTHFULNESS OF FLORIDA.

In regard to health, Florida stands the foremost State of the Union. For more than half a century St. Augustine has been a common and well-known resort for invalids from every section of the Union, and the salubrity of that particular locality has been very generally conceded as an indisputable fact; and yet many sections in East, Middle and Western Florida, are not at all inferior in this particular. The vicinity of Enterprise, on Lake Monroe; that of Gainesville and Ocala, in the interior; of Quincy, in the northern part of Middle, and of Pensacola, in West Florida, for various different complaints, are fully equal if not superior to St. Augustine in healthfulness, *and Jacksonville is not inferior to any in this respect.*

There has been an idea unaccountably prevalent in some portions of the country that Florida is an unhealthy State, and yet the common report of thousands of invalids, who have been benefitted by the influence of the climate; the official reports of the military authorities, and the statistics of the U. S. Census, have conclusively demonstrated the general healthfulness of the State.

The facts appear strikingly from the figures of the census in reference to the deaths from pulmonary complaints in the different States, and the results strike one more forcibly when it is considered that this State for many years had been a very common place of resort for invalids afflicted with all varieties of pulmonary diseases *from other States.*

From the census of 1860, it is found that the deaths from consumption in the various States of the Union during the year ending May 31, 1860, were as follows: In Massachusetts, 1 in 254; in Maine, 1 in 289; in Vermont, 1 in 404; in New York, 1 in 473; in Pennsylvania, 1 in 389; in Ohio, 1 in 679; in California, 1 in 727; in Virginia, 1 in 957; in Indiana, 1 in 792; in Illinois, 1 in 878; in Florida, 1 in 1,447. Here is positive evidence of infinitely more value than all theories.

And in the official report of Surgeon-General Lawson appears the following: "Indeed, the statistics in this Bureau demonstrate the fact that the diseases which result from malaria are of a much milder type in the peninsula of Florida than in any other State in the Union. These records show that the ratio of deaths to the number of cases of remittent fever has been much less than among the troops serving in any other portion of the United States. In the middle division of the United States the proportion is one death to thirty-six cases of remittent fevers; in the Northern division, one to fifty-two; in the Southern division, one to fifty-four; in Texas, one to seventy-eight; in California, one to one hundred and twenty-two; in New Mexico, one to one hundred and forty-eight; while in Florida it is but *one to two hundred and eighty-seven.*" And the Surgeon-General goes on to say:

"The general healthfulness of many parts of Florida, particularly on its coast, is proverbial. The average annual mortality of the

LOUIS L. FLEMING,

JAMES J. DANIEL,

**FLEMING & DANIEL,
ATTORNEYS and COUNSELLORS at LAW,
Corner of Bay and Ocean Sts., Jacksonville, Fla.**

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whole peninsula, from returns in this office, is found to be 2 6-100 per cent., while in the other portions of the United States, (previous to the war with Mexico) it is 3 3-100 per cent. *In short it may be asserted without fear of refection, that Florida possesses a much more agreeable and salubrious climate than any other State or Territory in the Union.*" Such is the deduction drawn from statistical and official reports, as well as from personal experience of the highest official medical authority of the United States.

When lands are swampy, or along rivers where the banks are low, or have been recently cleared from a heavy growth of vegetation, there will be a liability to the same kinds of fever with which other sections of the country similarly situated are afflicted.

Chills and fever is to be met with, and is not uncommon, but this is not the case to any *greater extent* than in any new country, and is of a much more mild and less dangerous type than in the Northwest. With common and proper care, the health of immigrants to Florida is as safe as in any other section of the country.

CHEAP LANDS.

Another strong inducement to immigration into this State is found in the comparative cheapness of a large portion of the lands within her borders. There are within the State some fifteen millions of acres of U. S. lands, all subject to homestead entry in quantities not exceeding 160 acres. There are also some ten millions of acres of State lands for sale at from \$1.25 to \$2.50 per acre, while along the line of our railroads great inducements being offered to settlers, and valuable lands can be had at wonderfully low rates; often as low as 50 cts. when large bodies are taken for colonies.

And while it is true that the lands along the St. Johns, and in the vicinity of the larger cities and towns are rapidly becoming quite valuable, still there are hundreds of thousands of acres that may be bought for from \$2 to \$5 per acre. These are unimproved lands; but improved plantations in many parts of the State can be bought for no more than the clearing would cost now.

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No. 1. Buy Lots at low figures and on easy terms in the high and healthful suburb of Springfield.

No. 2. House and Lot at Green Cove Springs; house one story, four rooms, 12 feet ceilings, not lathed and plastered; large windows with blinds; fronts south and east; was built in 1870 for a summer resort; lot 67 x 105 feet; good neighborhood. Price, \$1,000.

No. 3. Springfield lots will advance 100 per cent in one year.

No. 4. Lot 2, block 74, with two small houses and outbuildings: good well, &c. \$1,250 cash.

No. 5. Block 137,

" 136, } Jacksonville, Florida—\$500 for corners, \$450
" 145, } for middle lots.
" 138, }

No. 6. Block 111, Jacksonville, Fla; choice location; lot 1, \$500; lot 2, \$450; lot 3, with fence, \$650; lot 4, \$450; lot 5, \$400; lot 6, with house and fence, \$1,000; whole block, \$3,000.

No. 7. Have a home—buy a lot in Springfield while they are cheap; build on it, save rent, and get the rise as property increases in value; thus become rich.

No. 8. No suburb of Jacksonville is so centrally located as Springfield; the most remote lot is not over one and a half miles from the centre of business in Jacksonville.

No. 9. Dwelling on leased ground on lot 3, block 12, LaVilla lease to run nine years; new house, 4 rooms, kitchen, good well, and good fence. Price, \$350.

No. 10. 1,050 acres farming land, two miles east of Volusia, on the main road, known as "Masters' Tract;" some cleared land; 2 houses and a store on the place. Price, \$1,500; \$500 cash, balance on easy terms.

No. 11. 51 acres at Hibernia, Clay county, Fla., 35 acres cleared; 700 feet river front on the St. Johns; fine vineyard started and in bearing; house, one story cottage, not lathed and plastered, 22 x 30 feet, adjoining Hibernia steamboat landing wharf. Price, \$3,500; \$2,000 down, balance on time.

No. 12. House, 3 rooms, ceiled, piazza in front and all necessary outbuildings; east half lot 1, block 2, Jacksonville. Price, \$1,200.

No. 13. 50 acres on east side of St. Johns river, 5 miles below Jacksonville; 18 acres under cultivation, 25 acres under fence; fine springs; two small cabins on the place; 6½ chains river front; land slopes handsomely to the river bank. Price, \$600.

No. 14. Ship Yard Sugar Plantation, 475 acres of choice hammock land, one-third of which is Cabbage Palmetto Hammock, (the richest class of land in the State,) 80 acres cleared and under cultivation; whole place is well fenced; 26 acres of sugar cane, 800 sweet orange trees, four years old; 500 peach trees in bearing; a large number of Black Hamburg and Golden Chasselas Grape vines in full bearing, and the best varieties of American grapes; also, lemons and sour oranges, figs, apricots, nectarines, and plums in full bearing; good new wharf, at which ocean steamers land. The house is an ordinary plantation house, 4 rooms and all necessary outbuildings, 12 miles from Jacksonville, 5 miles from the ocean; the best plantation and choicest location on the lower St. Johns. Price, \$15,000; \$5,000 down, balance in one, two, and three years, interest 10 per cent.

No. 15. Oakland Property. Lots 18, 19, 20, and 21, block 2, at \$375 per acre; Lots in blocks 32, 34, 39, and 41, at \$50 per lot; blocks 12, 18, 22, and 28, \$600 per block; tracts 12, 17, 16, and 26, 5 acres each, \$500 per tract. Terms of sale, half cash; balance in long time, interest 10 per cent.

No. 16. Elegant lots in "Springfield" from \$50 to \$200 each, on easiest terms.

No. 17. 3,490.33 acres of fine Timber and Agricultural Land in Clay county, on Black Creek. Price, 10c. per acre; half cash, balance in three and nine months.

Also, 21,859.06 acres near Middleburg, in Clay county, for 75c. to \$1 per acre.

No. 18. Choicest places on the Shell Road, with good river fronts, for sale at reasonable rates. See plat.

Also, 10 acres, 3 miles from Jacksonville, on the Shell Road, with fine river front, with large new frame house, kitchen, stable and carriage house, known as the "Murdoch Place." Price, \$2,500.

No. 19. 34 acres unimproved Land, three miles from Jacksonville, in a good neighborhood of northern settlers; well timbered; easily cleared; clay foundation; good land. Price, whole tract, \$11 per acre. Will divide to suit, at \$12 per acre.

No. 20. 200 acres on St. Johns river and Shell Road, three miles from Jacksonville; has over a mile of good river front and excellent view, new frame two story house, 9 rooms complete; 40 acres cleared; 1,000 orange trees, 300 peach trees, 50 choice grape vines, &c.; one of the most desirable country places on the St. Johns; every-

thing in fine condition for occupation. Price, \$8,000, half cash, balance in one and two years, interest 10 per cent.

No. 21. 100 acres on St. Johns river, one mile south of Mandarin, 4 acres under cultivation; small frame house, three rooms and kitchen. Price, \$1,300; one-third cash, balance in 1 and 2 years, with interest at 10 per cent.

"Springfield Lots are sold on easy terms to actual settlers."

No. 22. 58 acres on Panama Road, adjoining Springfield on the north; 12 acres cleared and fenced; 200 peach trees, 100 orange trees and other fruit started. Price of whole lot, \$40 per acre. Will sell ten acres and improvements for \$1,100; half cash, balance on long time with interest at 10 per cent.

No. 23. 360 acres of good farming land at nine mile post on the Middleburg Road; good log house, kitchen, stable, barn and smoke house, good well of freestone water, and several fine iron and sulphur springs; 15 acres land cleared and fenced; 150 peach trees in bearing; 20 young quince trees; location perfectly healthy.

There is a fine mill site on the place with supply of water all the year, with small outlay for dam. Price, \$1,200 cash.

No. 24. House and lot, consisting of about one half acre of land in the northern part of Jacksonville; good well. Price, \$550; see diagram.

Be sure you see the map at Norton's, and then visit Springfield if you want a good paying investment.

No. 25. 1,000 acres of good farming land on the south bank of Black Creek, two miles east of Middleburg, Clay county, known as the "Old Thomas Place;" has been cultivated since the war. Price, \$2,000.

No. 26. 46 acres excellent palmetto and live oak hammock lands, half a mile from Yellow Bluff landing and P. O., and ten miles east of Jacksonville, one-fourth of a mile fine river front, with steamship channel close in shore, so that steamboat wharves can be built at slight expense; magnificent water view to west, north and south for five miles, which gives perfect protection to fruit and vegetables from cold winter winds and also assuring cool breezes in summer; 15 acres cleared and fenced, with plenty of muck on rear of tract for fertilizer; two houses, not lathed and plastered, surrounded by a beautiful grove of live oaks and cabbage palmettos; good well of water; no more promising location for fruit culture can be found on the lower St. Johns, and the location is beautiful. Price, \$1,500.

No. 27. 70 acres of unimproved land on the south bank of Julington Creek; deep water and bold shore, skirted with hammock for half a mile along creek, with good quality of pine land in the rear. Julington is navigable for miles beyond this point, which is only two

miles from St. Johns river; this neighborhood is rapidly filling up; good spot for fruit or vegetables. Price, \$500.

No. 28. East half of lot 1, block 2, $52\frac{1}{2}$ feet front on Bay street, near the centre of business, running back $84\frac{1}{4}$ feet; a good bargain. Price, \$3,000.

No. 29. Philips' Point—the finest river front near Jacksonville; laid off in ten acre lots, the front on the river and the rear on an avenue; great inducements offered to parties desiring an elegant site for country residences. Call at office and see plat.

No. 30. 57.67 acres wild land, one mile from Jacksonville, good place for a sugar farm or truck garden. Price, \$1,200.

No. 31. A large new two story house, with 14 rooms, corner of Beaver and Ocean streets, Jacksonville, Fla. Price, \$2,700.

No. 32. New house, 1 story, 6 rooms, well finished; lot $52\frac{1}{2}$ by 105 feet; good neighborhood, on Ashley street, between Ocean and Newnan streets, Jacksonville. Price, \$1,200.

No. 33. Small new house and lot, $52\frac{1}{2}$ by 100 feet on Laura street, two blocks north of St. James Hotel; walls hard finish; good well, &c. Price, \$1,150.

No. 34. New house and lot, $52\frac{1}{2}$ by 105 feet, corner of Beaver and Hogan streets; house is one story, tin roof, four rooms with large closets; walls high and airy; kitchen and servants' rooms detached; good well and handsome flower garden. Price, \$2,500.

No. 35. Small new house, with four rooms; kitchen and servants' rooms detached; lot $52\frac{1}{2}$ by 105 feet, on Ashley street; good neighborhood. Price, \$1,400.

No. 36. New house and lot, 105 by 105 feet, corner of Adams and Catharine streets; house 26 by 28, store below and dwelling above; kitchen and dining room in wing 13 by 20 feet. Price, \$2,900, or south half of lot and building for \$2,500.

No. 37. An elegant river front, bluff 20 feet high; water lots No. 14 and 15, south side of Bay street, foot of Washington street; centrally located, being only three blocks from the P. O., with dwelling and work shop. Price, \$8,000.

No. 38. Ocean House, corner of Ocean and Adams streets, in thorough repair; fine location for business. Price, \$8,000, one-third cash; balance on easy terms.

No. 39. The fine new Kilbourn Mansion, with 52 acres of excellent land, elegant river front, with extended water view; new wharf and thriving young orange grove, at Hibernia, Clay county, Fla.; excellent neighborhood. Price, \$10,000; terms easy.

No. 40. The old Taylor House or International Hotel site, corner of Bay and Market streets; lot 139 feet front on Bay st., and 105 on Market st.; finest location in Jacksonville for a first class hotel. For price and terms, apply to J. H. Norton, Room 4, Requa's Block over the Post Office.

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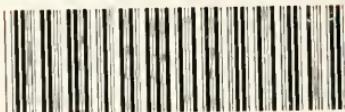
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